

# Announcing the News-Times Birthday Party

## 15,000 School Boys and Girls to be Given a Series of Birthday Parties During the Year of 1915

### A Trip to the Orpheum and the Movies, Ice Cream and a Return Car Ticket Home

## This is the News-Times Big Surprise to the Boys and Girls of South Bend and Mishawaka

This is a Sample of The News-Times' Birthday Ticket.

#### The South Bend News-Times Birthday Party

Ticket Issued to .....

With the compliments of The News-Times and concerns mentioned below who are co-operating in giving the school children of South Bend and Mishawaka a series of Birthday Parties during the year 1915.

#### CONDITIONS

This ticket is subject to the conditions named on the reverse side and on the face of the coupon tickets below.

#### DIRECTIONS FOR USING.

Go from The News-Times office to the Surprise Theater on Michigan St. After seeing the show at the Surprise visit each show in the order of the coupons, starting at the bottom of the coupon strip, or coupon No. 1. Tear off and present coupons to the doorkeepers in the order named.

Tear off coupons as needed. Hold on to this strip ticket and don't lose it, as another will not be given you.

After seeing the various shows, go to the American Drug Store, 133 N. Main St., for refreshments, using coupon which entitles you to same.

If you live on a car line 10 or more blocks from town, we will give you a return car ticket home.

If you come to town alone, obey your parents' instructions. Don't tarry on the streets, BUT GO HOME. No tickets good after 6 o'clock.

(6) News-Times Birthday Party  
Good For  
Five Cents in Trade at the  
Fountain American Drug Co.  
South Bend's Greatest Drug Store.

(5) News-Times Birthday Party  
Good For  
One Admission to the Majestic  
Void After 6 P. M.

(4) News-Times Birthday Party  
Good For  
One Coupon Seat at the Orpheum  
Quality Vaudeville—Void After 6 P. M.

(3) News-Times Birthday Party  
Good For  
One Admission to the Colonial.

(2) News-Times Birthday Party  
Good For  
One Admission to LaSalle  
Void After 1:30 P. M.

(1) News-Times Birthday Party  
Good For  
One Admission to Surprise  
Void After 4 P. M.

## Here is the Gift You Will Re- ceive on Your Birthday

WATCH FOR YOUR NAME IN THE NEWS-TIMES ON THE DAY OF YOUR BIRTHDAY.

For a long time The News-Times has wanted to do something big for its thousands of little friends who live in the homes of South Bend and Mishawaka, where the paper is a welcome visitor each morning and evening. In making this announcement, it includes every school boy and girl who is a pupil of any of the various public or private schools of South Bend and Mishawaka regardless of whether or not their parents are News-Times readers.

The News-Times, therefore, takes pleasure in announcing that beginning March 10, 1915, it will from day to day publish the birthdays of all school boys and girls of South Bend and Mishawaka whose names it has been able to secure and compile, the number being estimated at not less than 15,000.

On the Saturday following the daily announcements a birthday party will be given, the boys and girls whose names have been published during the week preceding. This party will consist of a ticket entitling them to admission to the Orpheum, Majestic, Surprise, LaSalle and Colonial Theaters, refreshments at the American Drug Co., and a return car ticket home, to children living 10 blocks or over from town.

There are no conditions attached to the series of Birthday Parties other than that contained on the tickets to be presented by The News-Times, a reproduction of which is published herewith. A careful reading will reveal the treat in store for the boys and girls of South Bend and vicinity during the coming year. It is absolutely free. All that is necessary is to wait until your birthday arrives in 1915 and look in The News-Times on that date for your name. If it appears, you come to The News-Times office on Saturday by 8:30 a. m., identify yourself, get your ticket and proceed to enjoy yourself at the expense of The News-Times and the above named theaters and concerns who are cooperating in this event.

Parents are requested to tell their children about The News-Times Birthday Parties and the treat that is in store for them on the Saturday immediately following their birthday. The News-Times believes that it has registered every school boy and girl of South Bend and Mishawaka for an invitation to The News-Times Birthday Parties. If the name of some one is overlooked it is through no fault of The News-Times as this list was compiled from the best records obtainable in the public and private schools of South Bend and Mishawaka.

As the invitation list will close March 10th, it will be impossible to add other names thereafter. A careful list was compiled from the records in each school and in the event the name of some boy or girl does not appear in the list of daily publications, it was due to the fact that their name, address and birthday was not properly recorded at their school. It will, therefore, be necessary for them to wait until their birthday in the year 1916 as it is the hope of The News-Times to continue this feature for a sufficient length of time to give every boy and girl of South Bend and Mishawaka opportunity to participate therein.

The announcement of birthdays will begin on March 10th, 1915, and continue every day indefinitely. A reproduction of both sides of The News-Times Birthday Party ticket is printed herewith. A reading of the conditions and instructions is suggested in order that the parents may thoroughly understand the plan and precautions taken to make it one of the greatest and most popular events ever undertaken by The News-Times for the benefit of its many friends.

Note—In order to stimulate interest in this series of Birthday Parties, The News-Times will each day print the names of at least five (5) school children whose birthday occurs at some future date. These names will be selected at random, and the lucky ones will be allowed to participate in this party both on the Saturday immediately following the publishing of their names and on the Saturday following their birthdays, so it will be to the interest of every school boy or girl to watch the daily announcements.

This Ticket is Presented by  
THE SOUTH BEND NEWS-TIMES  
"Always First With the Latest"

THE ORPHEUM THEATER  
"Quality Vaudeville"

THE MAJESTIC THEATER  
"That Popular Little House"

THE LASALLE THEATER  
"Theater Beautiful"

THE COLONIAL THEATRE  
"Film Favorites"

THE SURPRISE THEATER  
"Home of Good Pictures"

THE AMERICAN DRUG CO.  
"South Bend's Greatest Drug Store"

As a Birthday Present to the Holder  
A Pupil of Public or Private  
Schools of South Bend or Mishawaka  
Subject to the Following Conditions

#### CONDITIONS

Good only for a Pupil of Public or Private Schools in South Bend or Mishawaka on the Saturday following Birthday as announced in The News-Times.

In case of bad weather, sickness or other conditions preventing the use on day specified, ticket will be honored on any succeeding Saturday.

Tickets are not transferrable and are intended for use only by child to whom presented.

Holder can use portion of ticket one Saturday and the others any succeeding Saturday.

And misuse of this ticket, bad conduct or other objectionable acts will cause management of concerns named above to take up unused portion and report conduct to Parents, Teachers or Probation Officers.

In issuing this joint ticket The News-Times and the concerns cooperating in this Birthday Party accepts no responsibility beyond that customary in looking after the care of their patrons.

No coupons will be honored after Dec. 21, 1915.